Strategy Document: Google Fiber Repeat Call Analysis

Sign-off Matrix

Name	Team / Role	Date
Delasi Afenu	BI Analyst	Oct 2nd, 2024
Emma Santiago	Hiring Manager	Sept 30th, 2024
Keith Portone	Project Manager	Sept 24th, 2024
Minna Rah	Lead BI Analyst	Sept 20th, 2024

Proposer
- **Role:** BI Analyst
- **Status:** Draft > Under Review > <mark>Implemented</mark>

Primary Dataset
- **Source:** Anonymized customer service dataset.
- **Fields Included:**
  - Number of calls
  - Repeat calls (contacts_n and subsequent intervals)
  - Problem types (new_type)
  - Market areas (new_market)
  - Initial contact dates (date_created).

Secondary Dataset: None identified for this project.

User Profiles
- **Intended Audience:**
  - Emma Santiago
  - Keith Portone
  - Minna Rah
  - Ian Ortega
  - Sylvie Essa
- **Usage:**
  - To identify trends in repeat calls.
  - Analyze problem types generating the highest repeat call rates.
  - Examine market-specific patterns for customer service optimization.

Dashboard Functionality
- **Dashboard Type:** Custom-built with standard BI functionalities including:
  - Interactive filters
  - Drill-down options
  - Accessibility features (e.g., large print, text-to-speech compatibility).

- **Access:** Restricted to stakeholders with privileges:
    - Emma Santiago
    - Keith Portone
    - Minna Rah
    - Ian Ortega
    - Sylvie Essa
- **Scope:**
    - Includes: Repeat call trends, problem types, and market area breakdowns.
    - Excludes: Personally identifiable information (PII).
- **Date Filters and Granularity:**
    - Filters for weekly, monthly, quarterly, and yearly trends.
    - Default granularity set to monthly.

Metrics and Charts

Chart 1: Repeat Calls by Initial Contact Date
- **Chart Type:** Line Chart
- **Dimensions:** Initial contact date
- **Metrics:** Number of repeat calls
- **Purpose:** Visualize trends over time (weekly, monthly, quarterly).

Chart 2: Repeat Calls by Market and Problem Type
- **Chart Type:** Stacked Bar Chart
- **Dimensions:** Market (market_1, market_2, market_3), Problem Type (type_1 to type_5)
- **Metrics:** Volume of repeat calls per market and problem type.
- **Purpose:** Identify problem categories driving repeat calls in each market.

Chart 3: Repeat Call Trends by Time Period
- **Chart Type:** Line Chart with Time Filters
- **Dimensions:** Time periods (week, month, quarter, year)
- **Metrics:** Repeat calls over specified timeframes.
- **Purpose:** Highlight overarching trends in repeat call volumes.